IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ATTY.'S DOCKET: MAOR2

In re Application of:

MAOR et al.

Appln. No.: 09/582,522

Appln. No.: 09/582,522

Filed: August 24, 2000

For: A GEL COMPOSITION FOR SKIN)

CARE AND PROTECTION AND A)

METHOD OF PREPARATION...

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REVOCATION AND NEW POWER OF ATTORNEY (FOR APPLICATION)

U.S. Patent and Trademark Office Customer Service Window Randolph Building, Mail Stop Amendment 401 Dulany Street Alexandria, VA 22314

Sir:

Dead Sea Laboratories, Ltd., a corporation having a principal place of business at Mitzpe Shalem, 86983 Mobile Post Dead Sea, Israel (hereinafter "Dead Sea") hereby certifies that it is the assignee of the entire right, title and interest of the above-identified patent application by virtue of an assignment from the inventors of the above-identified patent application recorded July 8, 2002, at Reel 013063, Frame 0697. The undersigned (whose title is supplied below) is empowered to sign this document on behalf of the assignee.

Dead Sea hereby revokes any and all previous Powers of Attorney and appoints all of the practitioners associated with Customer Number 001444, i.e., SHERIDAN NEIMARK Reg. No. 20,520, ROGER L. BROWDY, Reg. No. 25,618, ANNE M. KORNBAU, Reg. No. 25,884, NORMAN J. LATKER, Reg. No. 19,963, IVER P. COOPER, Reg. No. 28,005, JAY M. FINKELSTEIN, Reg. No. 21,082, RONNI JILLIONS, Reg. No. 31,979, and ALLEN C. YUN, Reg. No. 37,971 (Patent Agent), each of whose office address is Browdy and Neimark, P.L.L.C., Suite 300, 624 Ninth Street, N.W., Washington, D.C. 20001-5303, telephone (202) 628-5197, all of 624 Ninth Street, N.W., Suite 300, Washington, D.C. 20001, as its attorneys with full power of substitution, association and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office in connection therewith. Please direct all further correspondence with respect to this application to the address associated with Customer Number 001444, currently:

BROWDY AND NEIMARK 624 Ninth Street, N.W. Washington, D.C. 20001 Telephone: (202) 628-5197 Facsimile: (202) 737-3528

Respectfully submitted,

DEAD SEA LABORATORIES, LTD.

(Typed Name)

(Office) Research & Development

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Date: X 22/11/06